



Customers

The target market for NatARush consists primarily of health-conscious individuals who prioritize wellness, fitness, and active lifestyles. This includes athletes, gym-goers, fitness enthusiasts, and those who engage in regular outdoor activities such as running, cycling, and hiking.





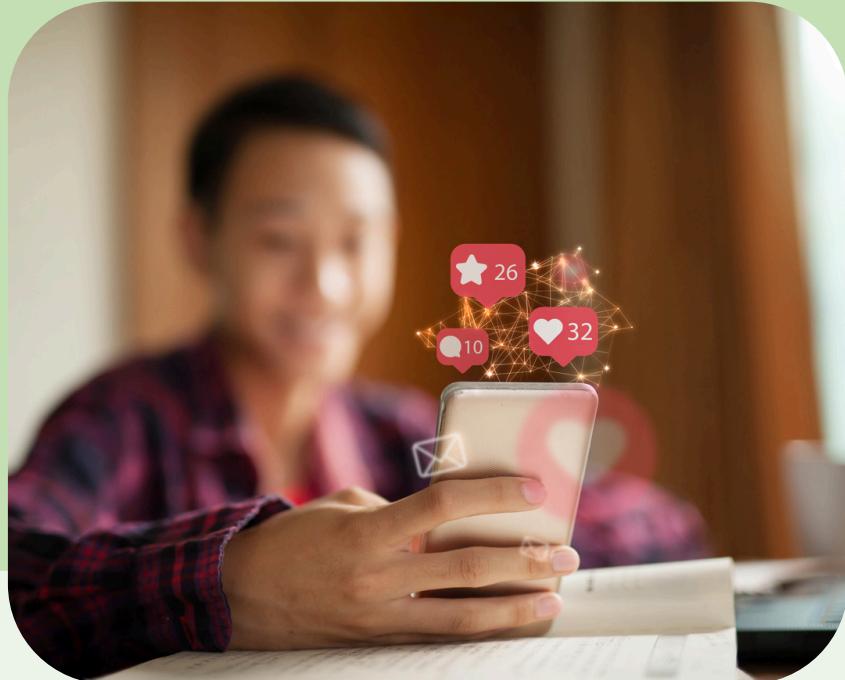
Location

The business and production operations for NatARush are based in Makati City, Philippines.





Promotion



Social media

By posting engaging content daily—including fitness tips, customer testimonials, and flavor highlights—NatARush will build a vibrant community around our brand.



Influencer partnerships

We plan to collaborate monthly with local fitness influencers and athletes whose values align with our brand.



Sampling events

These will enable us to connect directly with active individuals in need of hydration and energy during workouts, establishing NatARush as a convenient and effective choice.

Promotion



Retail partnerships

Special in-store promotions, such as limited-time discounts and eye-catching displays, will attract in-store shoppers and encourage them to give NatARush a try.



Community engagement

We aim to sponsor or co-host local wellness events, such as 5K runs or yoga sessions, further embedding NatARush in the fitness community and strengthening our presence as a lifestyle brand.

Product prices

12 fl oz (355 ml): PHP 60
20 fl oz (590 ml): PHP 65
28 fl oz (830 ml): PHP 70



Production Process

1



Ingredient Sourcing
and Preparation

2



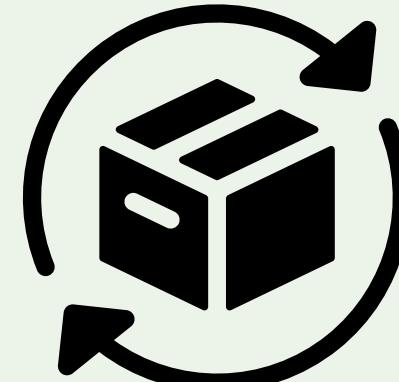
Mixing and Flavoring

3



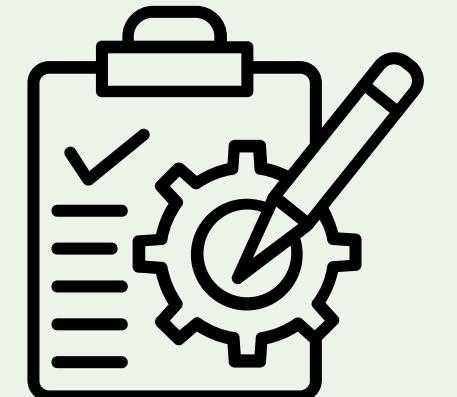
Adding Nata de
Coco

6



Packaging
and Storage

5



Quality Control and
Testing

4



Bottling and
Labeling

Resources



We utilize industrial blenders, filling machines, and labeling equipment for efficient production. Our eco-friendly bottles and sustainable packaging reflect our commitment to the environment. Additionally, our production facility in Makati City ensures accessibility and efficiency. Skilled personnel oversee every step, from production to quality control, ensuring excellence in every bottle.

Type of Ownership

Sportify will operate as a corporation.

As a corporation, Sportify will have the ability to raise capital more easily by issuing shares, which is essential for scaling operations, investing in product development, and expanding its market reach.





Start-up Capital

The capitalization required to launch NatARush is PHP 500,000. This amount will cover the initial setup, including production, packaging, marketing, and operational costs necessary for a strong entry into the sports drink market.



Source of Capital

Funding will be sourced from a combination of personal investments and a small business loan.



Profit

Total units sold (TUS) = 61,000 units

month 1	month 2	month 3	month 4	month 5	month 6
6,000	7,000	8,500	10,500	13,000	16,000

Unit cost (labor fee included):

- 12 fl oz (355 ml): PHP 20
- 20 fl oz (590 ml): PHP 25
- 28 fl oz (830 ml): PHP 30

Average unit cost (AUC) = PHP 25

Unit Price:

- 12 fl oz (355 ml): PHP 60
- 20 fl oz (590 ml): PHP 65
- 28 fl oz (830 ml): PHP 70

Average unit price (AUP) = PHP 65

Total sales amount = TUS * AUP

$$\begin{aligned} &= 61,000 * 65 \\ &= \text{PHP } 3,965,000 \end{aligned}$$

Total production cost = TUS * AUC

$$\begin{aligned} &= 61,000 * 25 \\ &= \text{PHP } 1,525,000 \end{aligned}$$

Salary of Organizational Staff in 6 months = PHP 1,290,000

Salary of Employees in 6 months = PHP 600,000

Marketing Expenses in 6 months = PHP 210,000

Expected Maintenance in 6 months = PHP 120,000

Facility/Operational Funds = PHP 130,000

Miscellaneous Funds = PHP 50,000

Total Profit in 6 months =

PHP 40,000

MARKETING

BUSINESS OPERATION

FINANCES



NATA RUSH
by
SPORTIFY

